FILE
JUN 7 1965

# 1965

**JANUARY**

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**FEBRUARY**

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**DECEMBER**

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# fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| | **WEEK ENDING FRIDAY, JUNE 4, 1965** | | |
| Thursday June 3 9:30 A.M. | PRESS PREVIEW OF BRIDAL FASHIONS (For Release, Mon., June 7.) Publ.: Louise Langdon, | BLOOMINGDALE'S | 3RD FLOOR BRIDAL SHOP PL. 2-1212, Ext.7202. |
| Thursday June 3 10:00 A.M. | OPENING: FALL COATS AND SUITS Showings June 3, 8, 10, 15, 17, 22 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285. | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| Thursday June 3 10:00 A.M. | PREVIEW: FALL-WINTER FUR COLLECTION "'Round the World in Fur"--by H.B.A. By invitation. Thereafter daily at 10:30 and 2:30, by appointment. Contact: Lillian Shockley, LA. 4-0105. | H.B.A. FUR CORP. (STYLED BY DAVID DANA) | 350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Thursday June 3 10:00 A.M. | OPENING OF FALL COLLECTION Also June 8, 9 at 10:00. By appointment. Contact: | BEN REIG, INC. | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR CH. 4-1542. |
| Thursday June 3 11:30 A.M. | PRESS PREVIEW: FALL COLLECTION Thereafter June 11, 16, 18, 22 at 10:30. Contact: | MONTE-SANO & PRUZAN | 21 WEST 46TH STREET SHOWROOM - 8TH FLOOR JU. 2-2317. |
| Thursday June 3 1:15 P.M. | PREVIEW OF FALL COLLECTION Fall collection of dresses, costumes, gowns, designed by Miss Gina. By invitation. Thereafter June 8, 10, 15, by reservation. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260. | GOTHE | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Thursday June 3 1:15 P.M. | OPENING OF FALL COLLECTION Also June 7, 10, 14 at 1:15. Contact: Miss Fritzi, | NAT KAPLAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR LO. 5-4115. |
| Thursday June 3 2:30 P.M. | PRESS PREVIEW: "FUN FURS FOR '65" Quality Furs will preview "Fun Furs for '65." By invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Contact: Herman Suskind, | QUALITY FURS (MANOS & BLOCK) | 333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR CH.4-7551. |
| Thursday June 3 3:00 P.M. | OPENING OF FALL COLLECTION Fall collection of dresses, costumes, and evening fashions. By reservation. Continuous daily thereafter. Contact: LO. 4-5715. | LEE RICHARD FASHIONS | 498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Thursday June 3 4:00 P.M. Champagne | PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 8, 9, 15, 16, 22, 23 at 12:00 Noon. By reservation. Contact: Harold Queler, | VERA MAXWELL, INC. | 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR LO. 3-4358. |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Thursday June 3 4:00 P.M. | JUNIOR COLLECTION FOR FALL | MAM'SELLE | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Designed by Betty Carol. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Thursday June 3 4:30 P.M. Cocktails | FALL BACK-TO-SCHOOL TRENDS FASHION SHOW | SEVENTEEN MAGAZINE | WALDORF-ASTORIA BALLROOM |
| | Fashions from Fall issues in a trends presentation. Show promptly at 5:00 P.M. For retail stores, by invitation. Tickets: $10.00. Contact: Kay Corinth, PL. 9-8100. | | |
| Thursday June 3 5:15 P.M. | PRESS PREVIEW OF FALL COLLECTION | CATHERINE SCOTT, LTD. | 550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| | Showings followed by cocktails--For buyers, June 7 at 4:45 P.M. June 10 at 12:00 Noon (luncheon). By invitation. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. Contact: LA. 4-7094. | | |
| Beginning Thursday June 3 | OPENING OF FALL COLLECTION | GRETA PLATTRY FOR ALFRED GEORGE | 1410 BROADWAY SHOWROOM - 30TH FLOOR |
| | Daily informal showings of country wear, and late-day clothes, designed by Greta Plattry for Alfred George. By appointment. Contact: Jerry Flomberg, OX. 5-1297. | | |
| Thursday June 3 | OPENING: FUR FASHIONS BY MR. FRED | FUR & SPORT, INC. | 224 WEST 30TH STREET SHOWROOM - 11TH FLOOR |
| | "Elegant Fun Furs"--including a special collection of active ski fur parkas. Daily from 9:30 A.M. to 4:30 P.M. Contact: Albert Gompertz, PE. 6-8516 or Lisa Curtis, MU. 4-7444. | | |
| Thursday June 3 | FALL-WINTER FUR COLLECTION | MARIANNE SPOTTISWOODE FOR BARLAN FURS | 33 EAST 68TH STREET SALON - 2ND FLOOR |
| | Boutique collection of elegant young furs for sport, daytime, and evening, designed by Marianne Spottiswoode. By appointment. Contact: Kathy McKeany, BU. 8-4804. Publ.: Jan Taylor, 219 East 69th St., TR. 9-8965. | | |
| Thursday June 3 | OPENING: FALL-WINTER FUR COLLECTION | SCHIAPARELLI FURS | 305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Continuous daily showings. By appointment. Contact: AL. 5-3035. | | |
| Thursday June 3 | SHOWINGS: FALL-WINTER FUR FASHIONS | ZIMMERMAN SCHER, INC. | 150 WEST 30TH STREET SHOWROOM - 17TH FLOOR |
| | "A.A."--Average American sized furs for women 5'5 and under, designed by Jack Zimmerman. Daily at 10:00 and 2:00, by appointment. Contact: Sam Mandelbaum or Arthur Ettinger, PE. 6-9316. | | |
| June 4 | MACY'S RELEASE DATE--Fall bridal fashions. (No Press Show) | | |
| Friday June 4 9:00 A.M. Breakfast | PRESS PREVIEW: NEW FACIAL SALON | GEORGETTE KLINGER | 501 MADISON AVENUE SALON - SUITE 305 |
| | Georgette Klinger will invite beauty editors to preview her newly-decorated, enlarged salon. New products and techniques for facial treatment, presenting a model with problem skin, half of which has been treated. By invitation. Publicity: Jan Struber, 753-9396. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Friday<br>June 4<br>9:30 A.M.<br>Breakfast | PRESS PREVIEW OF IMPORT COLLECTIONS | FEDER FASHIONS | 1410 BROADWAY<br>SHOWROOM - 19TH FLOOR |
| | Feder Fashions will present the highlights of couture knitwear by Tricosa of Paris; also Hardy Amies (London) ready-to-wear collection. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952. | | |
| Friday<br>June 4<br>10:00 A.M. | PREVIEW: FALL-WINTER FUR COLLECTION | CARL BERNSTEIN & SON | 333 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR |
| | Carl Bernstein & Son will present their "Silver Anniversary" Fall and Winter fur collection. By invitation. Showing daily thereafter, by appointment. Contact: PE. 6-0546. | | |
| Friday<br>June 4<br>10:30 A.M. | PREVIEW OF FALL DRESS COLLECTION | ABE SCHRADER CORP. | 530 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR |
| | For press and buyers, by invitation. (Note Change Of Time And Date.) Thereafter June 8 and 10 at 11:30. By reservation. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194. | | |
| Friday<br>June 4<br>11:00 A.M. | OPENING: FALL COLLECTION | B.H. WRAGGE, INC. | 550 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR |
| | Also June 7 at 4:00 P.M.; June 9 and 14 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968. | | |
| Friday<br>June 4<br>11:30 A.M. | PREVIEW OF FALL COLLECTION | CAMEO EVENING FASHIONS; FIVE-THIRTY P.M. | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR |
| | Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter June 8, 9, 10, 15, 16, 17 at 9:30. By reservation. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151. | | |
| Friday<br>June 4<br>12:00 Noon<br>Luncheon | FASHION SHOWING OF "CHEM-STITCH" PROCESS | HICKS & OTIS, INC.<br>(350 FIFTH AVENUE) | WALDORF-ASTORIA<br>SERT ROOM |
| | Hicks & Otis will present a special collection of fashions, featuring a new process "Chem-stitch," fabric sculpture through chemistry. For trade, press, and buyers, by invitation. Contact: Miss Triolo, LO. 4-9012. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260. | | |
| Friday<br>June 4<br>1:15 P.M. | OPENING OF FALL COLLECTION | A. FETTERMAN, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR |
| | "That Couture Look"--A. Fetterman's Fall collection, designed by Tarquin. Second showing Fri., June 11 at 1:15. Continuous on other days. Coordinator: Louise McGann. Commentator: Edith Berke. Contact: Bill Levin, OX. 5-3091. | | |
| Friday<br>June 4<br>2:30 P.M. | PREVIEW: FALL COLLECTION | REMBRANDT | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR |
| | Fall collection, designed by Ole Borden. For press and buyers, by invitation. Thereafter June 8, 9, 10, 15, 16 at 2:30, by reservation. Contact: Seymour Nemeroff, LO. 4-3600. | | |
| Saturday<br>June 5<br>10:30 A.M. | PREVIEW: FALL FASHIONS--DAY IN THE COUNTRY | COUNTY CALICOS<br>(1407 BROADWAY) | BROOKFIELD CENTER<br>CONNECTICUT |
| | County Calicos have invited buyers to spend a day in the country, at their "workshop-barn" in Brookfield, Conn. Preview of Fall collection designed by Claire Smith Golden. Buses from Hotel Americana at 10:30 A.M., returning late in the afternoon. By invitation. Thereafter continuous daily in showroom, 21st floor. Contact: Nick Baker, 594-3551. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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WEEK BEGINNING SUNDAY, JUNE 6, 1965

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| Sunday<br>June 6<br>3:30 P.M.<br>Cocktails | PREVIEW: CALIFORNIA<br>FASHIONS IN NEW YORK<br>Preview of Travilla's Fall fashions. Showing at 4:00 P.M. By invitation. Thereafter daily showings in private suite, by appointment. Contact: William Sarris, PL. 9-3000. | TRAVILLA | HOTEL PLAZA<br>BAROQUE SUITE |
| Sunday<br>June 6<br>5:30 P.M.<br>Cocktails | PREVIEW: CALIFORNIA<br>FASHIONS IN NEW YORK<br>Preview of Fall collection. By invitation. Thereafter by appointment in private suite. Contact: Michael Novarese, PL. 9-3000. | MICHAEL NOVARESE<br>(711 N.LA CIENEGA, L.A.) | HOTEL PLAZA<br>BAROQUE SUITE |
| June 7 | BLOOMINGDALE'S RELEASE--Bridal fashions. (Preview, June 3--See Pg. 6) | | |
| Monday<br>June 7<br>9:30 A.M. | OPENING OF FALL<br>COLLECTION<br>Also June 10, 15 at 9:30. By reservation. Contact: Norine Burke, PE. 6-5475. Publicity: Eleanor Lambert, MU. 8-2130. | ROBERT STRONG, INC. | 530 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR |
| Monday<br>June 7<br>11:00 A.M. | PRESS PREVIEW: FALL-<br>WINTER FUR FASHIONS<br>Preview of Revillon's couture fur collection for Fall and Winter. By invitation. Thereafter by appointment. Contact: Bill Paige, JU. 2-7430. | REVILLON | 352 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR |
| Monday<br>June 7<br>12:00 Noon | OPENING OF FALL<br>COLLECTION<br>Showings at 12:00 Noon, June 7, 9, 15, 17, 21. By reservation. Contact: Mary Jean Rainnie, 565-2827. | GEORGIA BULLOCK | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR |
| Monday<br>June 7<br>12:00 Noon<br>Luncheon | OPENING OF FALL<br>COLLECTION<br>"Trip To The Moon"--Fall collection, for press and buyers, by invitation. (Special buses, 550 Seventh Avenue at 11:30 A.M.--and return.) Thereafter June 10, 14, 16 at 12:00 Noon in showroom. By reservation. Contact: Ruth McLaughlin, LO. 4-6337. | ESTEVEZ COUTURE<br>(550 SEVENTH AVENUE) | PHILHARMONIC HALL<br>LINCOLN CENTER |
| Monday<br>June 7<br>12:00 Noon<br>Luncheon | PREMIERE: FALL-<br>WINTER FUR FASHIONS<br>By invitation. (Special buses, 333 Seventh Avenue at 11:30 A.M.--and return.) Thereafter at showroom, by appointment. Contact: Bill Goldberg, BR. 9-4737. Publicity: Ken Williams, WI. 7-4471. | ESTEVEZ FURS FOR<br>RADLEY(333 SEVENTH AVE.) | PHILHARMONIC HALL<br>LINCOLN CENTER |
| Monday<br>June 7<br>1:15 P.M. | OPENING OF FALL<br>COLLECTION<br>Also June 14, 16 at 1:15. By reservation. Contact: Florence Norrito, LO. 5-6123. | YOUNG AMERICA<br>BY CASSINI, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR |
| Monday<br>June 7<br>2:30 P.M. | OPENING OF FALL<br>COLLECTION<br>Also June 9, 10, 15, 16, 17, 22, 24 at 2:30. Contact: PE. 6-6983. | BRANELL | 530 SEVENTH AVENUE<br>SHOWROOM - 27TH FLOOR |
| Monday<br>June 7<br>2:30 P.M. | OPENING OF FALL<br>COLLECTION<br>Also June 11 at 2:30 P.M. By reservation. Contact: CH. 4-1872. | YOUNG ELEGANTE | 530 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR |

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| June 7 | PRESS SHOWING--MAURICE RENTNER'S FALL COLLECTION AT 3:00 (Opening, June 8) | | |
| Monday June 7 4:00 P.M. | PREVIEW OF FALL COLLECTION | SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| | Designed by Bob Bugnand. By invitation. Thereafter daily at showroom, by appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663. | | |
| Monday June 7 4:00 P.M. Cocktails | "YOUTHQUAKE" FASHION PREVIEW | PURITAN PRESS CORPORATION | 1400 BROADWAY - 4TH FL. BARNESVILLE SHOWROOM |
| | "Youthquake" preview featuring fashions by Mary Quant and Tuffin & Foale. By invitation. Publicity: Dolly Martin, Robert S. Taplinger, PL. 2-7722. | | |
| Monday June 7 4:15 P.M. Cocktails | FUR COLLECTION BY BETTY YOKOVA | NEUSTADTER FURS | 333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Press preview of Betty Yokova's high-fashion collection, designed for Neustadter. Buyers: Tues., June 8 at 10:00. Both shows, by invitation. Thereafter daily at 10:00 and 2:00, by appointment. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365. | | |
| Monday June 7 4:30 P.M. Cocktails | PREVIEW OF FALL-WINTER FUR FASHIONS | COOPCHIK-FORREST (333 SEVENTH AVENUE) | FOUR SEASONS RESTAURANT 99 EAST 52ND STREET |
| | Furs designed by Donald Brooks for Coopchik-Forrest. Commentator: Carol Knox. By invitation. Contact: LO. 4-4726. | | |
| Monday June 7 5:00 P.M.- 8:00 P.M. | THIRTIETH ANNIVERSARY COCKTAIL PARTY | MADEMOISELLE MAGAZINE | N.Y. STATE THEATRE LINCOLN CENTER |
| | Cocktail party, to meet Mademoiselle's 1965 Guest Editors, in the Grand Promenade. By invitation only. Contact: Shelagh Moore, MU. 9-5900, Ext. 615. | | |
| Monday June 7 5:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION | ROYAL LYNNE, LTD. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| | Preview of Fall-Holiday collection June 7, 8 at 5:00 P.M. Continuous daily thereafter. Contact: Ruth Winslow, LO. 3-3035. | | |
| Monday June 7 5:00 P.M. Cocktails | OPENING: FIRST FALL COLLECTION | AUGUST de LORENZO, INC. | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| | August de Lorenzo will present his first Fall collection June 7, 10, 15 at 5:00 P.M. By appointment. Contact: Helen Presser, BR. 9-7850. | | |
| Monday June 7 6:30 P.M. | SEMI-ANNUAL SEMINAR FOR MEMBER STORES | MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET) | 500 CLUB 500 SEVENTH AVENUE |
| | By reservation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714. | | |
| Beginning Monday June 7 | OPENING: FALL COLLECTIONS | SCARVES BY VERA; BLOUSES BY VERA | 417 FIFTH AVENUE SHOWROOM - 5TH FLOOR |
| | Continuous daily showings of scarves and blouses by Vera, at new showroom. Contact: Elaine Gold, AL. 5-6464. Publicity: Florence Brobeck, MU.7-8197. | | |
| Beginning Monday June 7 | OPENING: YOUNG MISSES FALL COLLECTION | VI FEIGIN, INC. | 491 SEVENTH AVENUE SHOWROOM - 12A |
| | Continuous showings of Vi Feigin's young misses daytime, and late-day dresses, sizes 6 to 16. Contact: Miss Coila, LA. 4-8046. | | |
| Beginning Monday June 7 | OPENING OF FALL COLLECTION | HEISER, INC. | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| | Designed by Silvano of Rome. Daily informal showings. Contact: LO. 3-1534. | | |

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| Beginning Monday June 7 | OPENING OF FALL COLLECTIONS<br>Daily informal showings. | MORT SCHRADER; M.S. COUTURE; STEPHAN LTD.<br>Publicity: Betty Yarmon, TR. 9-7112 or LO.4-9194. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Beginning Monday June 7 | OPENING OF FALL COLLECTION<br>Continuous daily showings of Fall dresses and costumes, designed by Lee Shapiro. Contact: LO. 5-1025. | RONA DRESS COMPANY | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Beginning Monday June 7 | OPENING OF FALL JEWELRY COLLECTION<br>Trifari's Fall jewelry collection. By appointment. Contact: Morris Head, OR. 9-0220. Publicity: Dorothy Lansing Hess, RE. 7-3347. | TRIFARI, KRUSSMAN & FISHEL | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |
| Beginning Monday June 7 | OPENING OF FALL-WINTER JEWELRY<br>New fashion jewelry and gifts for Fall and Winter. | THE NAPIER COMPANY | 530 FIFTH AVENUE SHOWROOM - 22ND FLOOR<br>Contact: YU. 6-6633. |
| Beginning Monday June 7 | OPENING OF FALL JUNIOR COLLECTION<br>Cocktail and late-day junior and junior-petite fashions designed by Jerry Johnson. Contact: BR. 9-3112. | NOEL JUNIORS, INC. | 1400 BROADWAY SHOWROOM - 31ST FLOOR |
| Monday June 7-June 14 | LINGERIE AND LOUNGEWEAR<br>Market Weeks: "The Look of Kayser Lingerie"--Fall-Winter lingerie, intimate coordinates, and loungewear, daily at 10:30 and 2:30. Contact: Rosemarie Fay, MU. 3-7020. | KAYSER-ROTH LINGERIE | 425 FIFTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday June 7-June 18 | FALL FASHIONS FROM SEPTEMBER ISSUE<br>Featuring "What-to-Wear with What"--merchandise and informal presentations, 10:00 A.M.-5:00 P.M., by appointment. Contact: Joan Alforno, MU. 9-5900. | GLAMOUR | 420 LEXINGTON AVENUE CONFERENCE RM.-19 FL. |
| Monday June 7-June 25 | FASHIONS FROM AUGUST-SEPTEMBER ISSUES<br>Fashions and accessories. For store and buying office executives only, by appointment. Contact: Anita Blanchard, PL. 9-8100. | SEVENTEEN MAGAZINE | 320 PARK AVENUE SHOWROOM - 8TH FLOOR |
| June 8 | ALTMAN RELEASE--Fashions for Tea-Dancing and Cocktail-Dancing.(No Preview) | | |
| Tuesday June 8 9:30 A.M. | PREVIEW OF FALL COLLECTION<br>Helena Barbieri's cocktail and evening fashions. By invitation. Also, June 10, 15, 17 at 9:30. By reservation. Contact: CH. 4-3169. | MODERN COUTURE, INC. | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Tuesday June 8 9:30 A.M. Coffee | PRESS PREVIEW OF IMPORTED GIFTS<br>"Gifts--East and West"--preview of newest imports. By invitation. (For Release, Wed., June 9.) Publicity: Mary Ann Crenshaw, OX. 5-4000. | OHRBACH'S | 3RD FLOOR DECORATORS' GIFT SHOP |
| Tuesday June 8 10:00 A.M. | FALL COAT AND SUIT COLLECTION<br>Also June 10, 15, 17, 23 at 10:00. By reservation. | SEYMOUR FOX, INC. | 512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR<br>Contact: LO. 4-3246. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday June 8 10:00 A.M. | OPENING: FALL COLLECTION<br>Showings at 10:00 A.M., June 8, 9, 10, 15, 16, 17. Second group only on June 9 and 16. (Press show, Thurs., June 10 at 2:30.) By reservation. Contact: Jeffrey Simpson, LA. 4-7626. | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Tuesday June 8 10:00 A.M. | OPENING OF FALL COLLECTION<br>Also June 9, 10, 15, 16, 17 at 10:00 A.M. Contact: WI. 7-3764. | BEN ZUCKERMAN | 512 SEVENTH AVENUE SHOWROOM - 40TH FLOOR |
| Tuesday June 8 10:30 A.M. | OPENING OF FALL COLLECTION<br>Also June 9, 11, 15, 17, 22, 24 at 10:30. Contact: Sam Cohen, LO.3-5650. | PATTULLO-JO COPELAND, INC. | 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday June 8 10:30 A.M. | OPENING: FALL COLLECTION<br>Also June 10, 15, 17 at 10:30. By reservation. Contact: LA. 4-5923. | WILSON FOLMAR, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday June 8 11:30 A.M. | OPENING: FALL COATS AND SUITS<br>Also June 10, 15, 17, 22 at 11:30. By appointment. Contact: LA. 4-3310. | GEORGE CARMEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| Tuesday June 8 11:35 A.M. | PREVIEW:"ELEGANCE OF FURS GOING YOUNG"<br>Preview of the "Elegance of Furs Going Young," by the house of "Black Diamond" mink, Tuesday, June 8 at 11:35. Continuous daily thereafter from 10:00 A.M. By appointment only. Contact: PE. 6-5573. | OLIVER GINTEL,INC. | 333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Tuesday June 8 12:00 Noon | OPENING: FALL COLLECTION<br>Showings June 8 and 15 at 12:00 Noon. By appointment. Contact: WI. 7-0152. | PAUL BLUMENSTEIN | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Tuesday June 8 12:00 Noon | OPENING OF FALL COLLECTION<br>Fall collection, designed by Dominic, June 8, 10, 15 at 12:00 Noon. By reservation. Contact: Arthur Englander, BR. 9-1195. | MATTY TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday June 8 12:00 Noon | PREMIERE SHOWING: FALL COLLECTION<br>Miss Estevez will premiere their new Fall collection June 8, 15, 17 at 12:00 Noon. By reservation. Contact: Phyllis Friend, LO. 4-6337. | MISS ESTEVEZ | 550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday June 8 12:00 Noon | OPENING OF FALL COLLECTION<br>Fall collection, designed by Don Breitinger. By invitation. Thereafter June 10, 16, 22 at 12:00 Noon. Contact: LA. 4-0237. | HAROLD LEVINE, INC. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Tuesday June 8 1:00 P.M. | OPENING OF FALL COLLECTION<br>Showings June 8, 9, 10, 14, 15, 16, 21, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520. | TEAL TRAINA, INC. | 550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday June 8 1:00 P.M. | OPENING: FALL COLLECTION<br>Showings June 8, 9, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday June 8 1:00 P.M. | FALL COCKTAIL AND EVENING FASHIONS | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| | Showings June 8 and 15 at 1:00. By reservation. Contact: Sylvia Greer or Al Davis, WI. 7-9470. | | |
| Tuesday June 8 1:15 P.M. | OPENING OF FALL COLLECTION | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Fall couture collection by Oleg Cassini June 8, 10, 15, 17, 22 at 1:15. By reservation. Contact: Kay McGowan, LO. 5-6453. | | |
| Tuesday June 8 2:00 P.M. | OPENING: FALL COLLECTION | RAPPI, INC. | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Also June 9, 10, 15, 16 at 2:00. Contact: Bob Kallish, LO. 5-2626. | | |
| Tuesday June 8 2:30 P.M. | PRESS PREVIEW: FALL-WINTER FUR COLLECTION | FREDRICA FURS | 345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | "L'Esprit de Jeunesse"--preview for the press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing Wed., June 9 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288. | | |
| Tuesday June 8 2:30 P.M. | OPENING OF FALL COLLECTION | MAURICE RENTNER, LTD. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Maurice Rentner's Fall collection, designed by Bill Blass. Showings June 8, 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. (Press Show Mon., June 7 at 3:00 P.M.) By reservation. Contact: Eleanor Stoner, LA. 4-6968. | | |
| Tuesday June 8 2:30 P.M. | OPENING OF FALL COLLECTION | HOUSE OF JAMISON, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| | Designed by Peggy Thayer. Thereafter, June 9, 15, 16 at 2:30 P.M. By reservation. Contact: Kay Farmer, OX. 5-4812. | | |
| Tuesday June 8 4:00 P.M. Cocktails | PRESS PREVIEW: FALL-WINTER FUR FASHIONS | RITTER BROTHERS | 224 WEST 30TH STREET SHOWROOM - 14TH FLOOR |
| | Preview for the press of Fall-Winter fur fashions. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday June 8 4:00 P.M. | OPENING: FALL COLLECTION | ROSALIE MACRINI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Also June 16 at 2:30 P.M. By appointment. Contact: CH. 4-2655. | | |
| Tuesday June 8 4:00 P.M. | OPENING: FALL COLLECTION | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| | Also June 9, 10, 14, 15, 16 at 4:00. By appointment. Contact: PE. 6-5547. | | |
| Tuesday June 8 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION | McMULLEN (550 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| | Dresses, suits, blouses, coordinates, and sweaters. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. By invitation. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MU. 2-6480. | | |
| Tuesday June 8 5:15 P.M. Champagne | PREVIEW OF FALL COUTURE FASHIONS | ROSSINO-ANGELA, LTD. | 30 WEST 57TH STREET SALON - 3RD FLOOR |
| | Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday June 8 5:30 P.M. | ANNUAL BLUE GRASS PARTY<br>Admission card must be presented at door. | ELIZABETH ARDEN | ST. REGIS HOTEL ROOF |
| Tuesday June 8 6:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION<br>By invitation. Thereafter June 9, 10, 15 at 3:00 P.M. By reservation. Contact: Shirley Ornstein, LO. 4-9115. Publ.: Eleanor Lambert, MU.8-2130. | ANNE FOGARTY, INC. | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Beginning Tuesday June 8 | OPENING: FALL COLLECTION<br>Couture coordinates, two-piece dresses, suits, three-piece costumes, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390. | MAGDA COUTURE COORDINATES, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Tuesday June 8 | OPENING: FALL COLLECTION<br>Daily informal showings, by appointment. Contact: PE. 6-0900. | R & K ORIGINALS, INC. | 1400 BROADWAY SHOWROOM - 5TH FLOOR |
| Beginning Tuesday June 8 | OPENING OF FALL JUNIOR COLLECTION<br>Daily informal showings of junior dresses and ensembles, designed by Murray Neiman. Contact: Dottie Marshall, 594-2550. | GUY D. | 1375 BROADWAY SHOWROOM - 15TH FLOOR |
| Beginning Tuesday June 8 | OPENING OF FALL COLLECTION<br>Showings daily by appointment. Contact: Bernie Buchwald, 695-1617. | RUDI GERNREICH, INC. | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| June 9 | OHRBACH'S RELEASE--"Gifts-East and West" (Press Show, June 8--See Pg. 6) | | |
| Wednesday June 9 10:30 A.M.; 2:00 P.M. | PREVIEW: FALL COLLECTION<br>Fall collection, designed by Shannon Rodgers for Jerry Silverman. By invitation. Continuous thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940. | JERRY SILVERMAN | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Wednesday June 9 10:30 A.M. | PRESS PREVIEW: FALL-WINTER BRIDAL FASHIONS<br>By invitation. (For Release, Mon., June 14.) Customer showing, Mon., June 14 at 6:30, St. George Hotel, Ballroom. By ticket only. Publicity: Rita Dobbins, TR. 5-3100. | MARTIN'S (BROOKLYN) | 2ND FLOOR BRIDAL SALON |
| Wednesday June 9 12:00 Noon | OPENING OF FALL COLLECTION<br>Also June 10 and 15 at 12:00 Noon. By reservation. Contact: BR. 9-5012. | MOLLIE PARNIS | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday June 9 12:30 P.M. Luncheon | SHOWING OF FASHIONS AT LUNCHEON<br>"Fun, Sport and Vacation Fashions"--by Ellen Lockwood. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($4.50): CI. 6-9171. | ELLEN LOCKWOOD (1410 BROADWAY) | BARBETTA RESTAURANT 321 WEST 46TH STREET |
| Wednesday June 9 1:00 P.M. | OPENING: FALL COLLECTION<br>Also June 10, 11, 16, 17, 22, 23 at 1:00. By reservation. Contact: PE.6-0206. | HARVEY BERIN, LTD. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday June 9 2:30 P.M. | OPENING: FALL COLLECTION | CHRISTIAN DIOR-NEW YORK, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| | Fall collection at 2:30, June 9, 15, 23. By invitation and reservation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220. | | |
| Wednesday June 9 2:30 P.M. | OPENING: FALL COLLECTION | LARRY ALDRICH ASSOC. | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| | Also June 10, 15, 16, 17 at 2:30. By reservation. | | Contact: CH. 4-1872. |
| Wednesday June 9 4:00 P.M. | OPENING OF FALL COLLECTION | DONALD BROOKS, INC. | 550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| | Donald Brooks will present his Fall collection June 9, 10, 15, 17 at 4:00 P.M. By reservation. Contact: WI. 7-8235. | | |
| Wednesday June 9 4:00 P.M. | OPENING: FALL COLLECTION | MALCOLM STARR, INC. | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Fall fashions, designed by Elinor Simmons and Gabrielle Andree, June 9, 10, 15, 17 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690. | | |
| Wednesday June 9 4:00 P.M.-6:00 P.M. | PREVIEW OF WOMEN'S CASUAL HATS | HAT CORPORATION OF AMERICA | 530 FIFTH AVENUE 2ND FLOOR |
| | Showing of casual hats for women by Cavanagh, Dobbs, and Knox. By invitation. Publicity: Joseph Losgar, OX. 7-8200. | | |
| Wednesday June 9 5:00 P.M. | PREVIEW OF FALL COLLECTION | KASPER FOR JOAN LESLIE | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Fall collection, designed by Kasper. By invitation. Continuous daily thereafter. Contact: LW. 4-9000. | | |
| Wednesday June 9 5:00 P.M. Cocktails | LINGERIE PRESENTATION | BEAU SURE | GALLERY OF MODERN ART 2 COLUMBUS CIRCLE |
| | Two showings of a new concept in lingerie merchandising at 5:45 and 6:45. By invitation. Contact: Anita Loew, 556-5617. | | |
| Wednesday June 9 5:00 P.M.-7:00 P.M. Cocktails | FIFTH ANNUAL SHOE DESIGNER AWARDS | LEATHER INDUSTRIES OF AMERICA | N.Y. HILTON HOTEL TRIANON BALLROOM |
| | Fashion show in new wide-screen color film. Shoe Awards to six women's designers, two men's designers, two designers of industrial and sports shoes, three children's designers, three handbag designers. Fashion Show Coordinator and Commentator: Billie Gould. By invitation. Contact: MU. 6-7956. | | |
| Wednesday June 9 5:30 P.M. Cocktails | "COCKTAILS IN THE SKY" | SPORTS ILLUSTRATED | ABERCROMBIE AND FITCH ROOFTOP (45TH & MADISON) |
| | Presentation of a new idea for leisure living at "The House in the Sky." By invitation. Contact: Patricia Young, LL. 6-2681. | | |
| Wednesday June 9 7:00 P.M.-11:00 P.M. Dinner | FASHION CRUISE: FALL-WINTER HANDBAGS | WALBORG CORP. (149 MADISON AVENUE) | CIRCLE LINE - BOAT #11 PIER #81(41ST & HUDSON) |
| | Fall and Winter 1965 handbag collection by Walborg. Cocktails at 7:00, followed by French picnic basket dinner and show. By invitation. Contact: MU. 9-4222. Publicity: Barbara Kling, LT. 1-8024. | | |
| Wednesday June 9 9:00 P.M. | PREVIEW OF FALL FASHIONS | BURKE-AMEY | 16 WEST 57TH STREET SALON - 5TH FLOOR |
| | For press and buyers, by invitation.(Black Tie) Also, June 15 and 17 at 4:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday June 10 10:30 A.M. | OPENING: FALL-WINTER FUR COLLECTION<br>Wholesale fur collection for Fall-Winter. By invitation. Contact: BR. 9-0633. | BEN KAHN FURS | 150 WEST 30TH STREET SHOWROOM - 13TH FLOOR |
| Thursday June 10 11:30 A.M. | OPENING: FALL COLLECTION<br>Fall collection, designed by Dorothy Farbo, June 10, 15, 17 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Thursday June 10 12:00 Noon | OPENING OF FALL COLLECTION<br>Showings June 10 at 12:00 Noon and 5:00 P.M.; June 11, 14, 15, 17, 21 at 12:00 Noon. By appointment. Contact: LW. 4-0454. | GEOFFREY BEENE | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Thursday June 10 12:00 Noon Luncheon | NATIONAL FASHION BOARD AWARDS<br>Introduction of twelve finalists in the Bobbie Brooks National Fashion Board scholarship contest; also preview of new marketing program and film. Contact: Bobbie Brooks, 3830 Kelley Ave., Cleveland, Ohio. | BOBBIE BROOKS | HOTEL PLAZA BALLROOM |
| Thursday June 10 12:00 Noon | OPENING: FALL COLLECTION<br>By reservation. Continuous daily showings thereafter. Contact: WI. 7-0152. | ALISON | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Thursday June 10 1:00 P.M. | OPENING OF FALL COLLECTION<br>Daytime, cocktail, and evening fashions: June 10 (luncheon), 15, 17, 24 at 1:00 P.M. By reservation. Contact: CH. 4-5693. | COUNTESS ALEXANDER | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Thursday June 10 2:30 P.M. | OPENING OF FALL COLLECTION<br>Also June 16 and 22 at 2:30. Contact: Dorothy Herme, PE. 6-8412. | ANTHONY BLOTTA, INC. | 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Thursday June 10 2:30 P.M. | OPENING OF FALL COLLECTION<br>Showings June 10, 11, 15, 17, 22 at 2:30; June 24 at 10:30. By reservation. Contact: Estelle Marr, LO. 3-1600. | TRIGERE, INC. | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| June 10 | PRESS SHOWING--ADELE SIMPSON'S FALL COLLECTION AT 2:30.(Opening, June 8) | | |
| Thursday June 10 3:00 P.M. | FALL AND WINTER COLLECTION<br>By invitation. Contact: Christina Morris, 620 Fifth Ave., Rm. 305. | MADAME HANAE MORI | HOTEL REGENCY BALLROOM |
| Thursday June 10 4:00 P.M. | PRESS PREVIEW: FALL COLLECTION<br>Preview of Fall collection, designed by Oscar de la Renta for Jane Derby, Inc. By invitation. Thereafter June 11, 15, 17, 22, 24 at 10:30. By reservation. Contact: Mabel Glemby, LA. 4-9350. | OSCAR DE LA RENTA FOR JANE DERBY, INC. | 550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Thursday June 10 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION<br>Fall collection, designed by Miguel Dorian, June 10 and 15 at 4:00 P.M. Continuous daily thereafter. Contact: Valerie Ward, LW. 4-2717. | MOE NATHAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday June 10 4:00 P.M. Champagne | PREVIEW OF FALL COLLECTION "International" Fall collection--complete look in dresses, suits, coats, and hats. By invitation. Contact: WI. 7-5335. | MADEMOISELLE ARLETTE (530 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| Thursday June 10 5:00 P.M. June 14; 5:30 P.M. | PREMIERE SHOWINGS: COUTURE FASHIONS Debut of Fall couture dresses and costumes, designed by Chuck Silvers, at two showings June 10 at 5:00 and June 14 at 5:30. Both shows by invitation. Contact: 989-7937. Publicity: Virginia Dickson, PL. 5-1109. | CHUCK SILVERS, INC. | ARTHUR'S 154 EAST 54TH STREET |
| Thursday June 10 5:30 P.M. | PREVIEW: FALL KNITTED FASHIONS "The Woolknit Mystique"--twenty-first annual fashion show at 6:30 P.M., followed by annual woolknit awards. By invitation. Knitters and designers admitted to banquet at 7:30, after show. Publicity: Kairalla Associates, MU. 8-1172. | WOOLKNIT ASSOCIATES, INC. AMERICAN WOOL COUNCIL | HOTEL PIERRE GRAND BALLROOM |
| Thursday June 10 6:00 P.M. Cocktails-Dinner | ANNUAL FASHION SHOW AND DINNER Complete Fall fashion forecast of styles from Butterick, McCall's, Simplicity, and Vogue Patterns. Dinner--7:00 P.M. Show--8:30 P.M. Dinner: $12.50. Contact: Sandy Geist, LO. 4-1300; Polly Guerin, MU. 6-7788. | WOMEN'S FASHION FABRICS ASSOCIATION | HOTEL PLAZA BAROQUE SUITE |
| Friday June 11 9:00 A.M. Coffee | PRESS PREVIEW: FALL-WINTER FUR COLLECTIONS Preview for the press of Fall-Winter fur collections by Christian Dior Furs of Paris and Laurence H. Kaye. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: Rose Ciacci, OX. 5-8340. | CHRISTIAN DIOR FURS; LAURENCE H. KAYE | 345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Friday June 11 11:45 A.M. Luncheon | FALL DAYTIME, COCKTAIL EVENING FASHIONS Designed by Morty Sussman. Thereafter, June 15, 16 at 11:45. Contact: PE. 6-1351. Publicity: Rea Lubar, EN. 2-3510. (All shows by reservation.) | JOBERE, INC. | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| June 14 | MARTIN'S RELEASE--Fall-Winter bridal fashions. (Preview, June 9--See Pg.9) | | |
| Monday June 14 10:00 A.M. | PRESS PREVIEW OF FALL COLLECTION By invitation. Showing for buyers at 6:00 P.M. daily through June 25. By reservation. Contact: PL. 5-2872. | GUSTAVE TASSELL | 64 EAST 55TH STREET SHOWROOM - 3RD FLOOR |
| Monday June 14 11:30 A.M. | PRESS PREVIEW OF FALL COLLECTION Press, June 14 at 11:30. For buyers, June 14 at 3:00 and June 15 at 11:00. All showings, by invitation. Contact: Faye Berke, CH. 4-7270. | SARMI | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Monday June 14 4:00 P.M. Cocktails | COCKTAIL PARTY AND FASHION SHOW Cocktail party and Glissando fashion show, presented by DuBarry and the editors of "Harper's Bazaar." By invitation. Contact: 757-4200. | DuBARRY (680 FIFTH AVENUE) | PINNACLE CLUB 150 EAST 42ND STREET |
| June 15 | MACY'S RELEASE--"Little Boutique Makers"--Lila Baft of Mexico. (No Show) | | |
| Tuesday June 15 4:00 P.M. | OPENING OF FALL COLLECTION Also, June 16, 21, 23 at 4:00 P.M. Contact: OX. 5-1350. | JOHN MOORE | 550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday June 15 5:30 P.M.-7:30 P.M. | ANNUAL "BLACK & WHITE" PARTY | FLEISCHMANN DISTILLING CORP. | ESSEX HOUSE COLONNADES ROOM |
| | Black & White Scotch and "Harper's Bazaar" will invite buyers to a cocktail party. By invitation. Contact: PL. 1-2100, Ext. 360. | | |
| Wednesday June 16 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION | STAVROPOULOS (45 WEST 57TH STREET) | HOTEL REGENCY BALLROOM |
| | Preview of Fall collection, by invitation. Thereafter daily, by appointment. Contact: PL. 5-2494. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Wednesday June 16 6:00 P.M. | SHOWING FALL BRIDAL FASHIONS | BONWIT TELLER | 3RD FLOOR GUNTHER JAECKEL BLDG. |
| | Fall bridal fashions at preview for press and invited customers. By invitation. (For Release, June 16.) Publ.: Carolyn Saks, EL. 5-6800. | | |
| Thursday June 17 5:00 P.M.-7:00 P.M. Cocktails | SWEDISH FASHION SHOW IN U.S. | CONSUL GENERAL OF SWEDEN | CONSUL GENERAL'S RESIDENCE(600 PARK AVE.) |
| | Her Royal Highness, Princess Christina of Sweden (a former Radcliffe student) will be the guest of honor on her return visit to the United States. Presentation of active and passive sportswear from Countess Von Eckermann (T.W. Murphy); Katja of Sweden (R.Kauffman & Co.); Hettemark, Almedahl, Wahl (Marianne Ohm); Ulla-Britt Gregermark (Malle Vogel); Jer-Sea of Sweden (P & M Distributors); Mellerud, Sangren (wooden clogs). By invitation. Coordinator and Commentator: Patricia Peterson. Publicity: Swedish Information Service, YU. 8-2900, Ext. 33. | | |
| Thursday June 17 5:00 P.M. Cocktails | PREVIEW: 1965 FUR FASHIONS | FUR INFORMATION & FASHION COUNCIL | STATLER-HILTON HOTEL PENN-TOP |
| | "The Fashionable Sound of Furs"--luxury furs, sport furs, and fur trims. For press and buyers, by invitation. Contact: Jess Chernak, PE. 6-4860. | | |
| June 18 | FRANKLIN SIMON RELEASE--Transition dresses. (No Press Show) | | |
| Friday June 18 10:30 A.M. Coffee | PRESS PREVIEW: FALL-WINTER BRIDAL FASHIONS | STERN'S | 3RD FLOOR BRIDAL SALON |
| | Preview for the press of Fall-Winter bridal fashions. By invitation. (For Release, Mon., June 21.) Publ.: Jill Schoenbach, LO. 5-7950. | | |
| Friday June 18 12:00 Noon | SHOWING OF FALL COUTURE COLLECTION | WALTER HOLMES, INC. (CHICAGO, ILLINOIS) | ST. REGIS HOTEL |
| | Walter Holmes will present his dresses, suits, cocktail and evening fashions, June 7-25, by appointment. Press showing, Fri., June 18, by invitation. Contact: Howard Mendelsohn, 612 N.Michigan Ave., Chicago; MIchigan 2-0244. N.Y. Contact: PL. 3-4500. | | |
| Tuesday June 22 4:00 P.M. Cocktails | PRESS PREVIEW: CUSTOM-ORDER COLLECTION | DICK WEBSTER | 45 WEST 56TH STREET SALON - 4TH FLOOR |
| | Dick Webster will present his Fall daytime to evening custom-order collection. By invitation. Thereafter by appointment. Contact: Betty Clements at Jan Taylor, 219 East 69th Street, TR. 9-8965. | | |
| Friday June 25 9:00 A.M.& 12:00 Noon | AMERICAN READY-TO-WEAR SHOWINGS | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | NEW YORK HILTON HOTEL BALLROOM |
| | "America's Fashion Signature" from the designer collections, Fall 1965. Report and Commentary: Mildred Finger, Bergdorf Goodman. Prices--Breakfast: members, $8.00; guests, $15.00. Luncheon: members, $10.00; guests, $20.00. Contact: CI. 7-3940. | | |

## READY-TO-WEAR TIME TABLE, WEEK OF JUNE 7

("O" REFERS TO OPENINGS; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

| | MONDAY, JUNE 7 | TUESDAY, JUNE 8 | WEDNESDAY, JUNE 9 | THURSDAY, JUNE 10 |
|---|---|---|---|---|
| 8:00 | Deering Milliken | Deering Milliken | Deering Milliken | *Deering Milliken |
| 9:30 | Style Trends<br>Robert Strong(O) | Style Trends<br>Modern Couture(O)<br>Cameo;Five-Thirty<br>Tiffeau & Busch | Style Trends<br>Cameo;Five-Thirty | *Style Trends<br>Robert Strong<br>Modern Couture<br>Cameo;Five-Thirty<br>Tiffeau & Busch |
| 10:00 | | Seymour Fox(O)<br>Adele Simpson(O)<br>Jack Sarnoff<br>Frank Gallant<br>Ben Zuckerman(O)<br>Ben Reig | Adele Simpson<br>Jack Sarnoff<br>Ben Zuckerman<br>Ben Reig | Seymour Fox<br>Adele Simpson<br>Jack Sarnoff<br>Frank Gallant<br>Ben Zuckerman |
| 10:30 | Leonard Arkin<br>Nina Ricci-N.Y.<br>Marquise | Pattullo-Copeland(O)<br>Handmacher-Vogel<br>Wilson Folmar<br>Townley | *Pattullo-Copeland<br>Nina Ricci-N.Y.<br>Jerry Silverman(P)<br>Marquise<br>David Goodstein | Wilson Folmar<br>Townley<br>*Oscar de la Renta for Jane Derby (Opening, Fri.) |
| 11:00 | | | Arkay | |
| 11:15 | Andrew Arkin | | | |
| 11:30 | Arthur Jablow<br>Style Trends | George Carmel(O)<br>Style Trends<br>Abe Schrader | Arthur Jablow<br>Style Trends | George Carmel<br>*Style Trends<br>Abe Schrader<br>Mignon |
| 11:45 | Golet Originals | Golet Originals | Golet Originals | *Golet Originals<br>*Jobere (Opening Fri., June 11) |
| 12:00 | Georgia Bullock(O)<br>Estevez Couture(O) | Matty Talmack(O)<br>Miss Estevez(O)<br>Lanz Originals<br>Nantucket Naturals<br>Vera Maxwell(O)<br>Harold Levine(O)<br>Paul Blumenstein(O) | Georgia Bullock<br>Lanz Originals<br>Mollie Parnis(O)<br>Vera Maxwell | Matty Talmack<br>Estevez Couture<br>Lanz Originals<br>Mollie Parnis<br>Geoffrey Beene(O)<br>Harold Levine<br>Catherine Scott<br>C.Alexander(O)<br>Alison(O) |
| 1:00 | | Hannah Troy(O)<br>Mr. Mort<br>Jr.Sophisticates<br>Teal Traina(O)<br>Lee Claire | Hannah Troy<br>Harvey Berin(O)<br>Jr.Sophisticates<br>Teal Traina<br>Tanner of N.C. | *Harvey Berin<br>Teal Traina |
| 1:15 | Young America by Cassini(O) | Oleg Cassini(O)<br>Gothe | | Oleg Cassini<br>Gothe |

(continued on following page)

## READY-TO-WEAR TIME TABLE (continued from page 14)

| | MONDAY, JUNE 7 | TUESDAY, JUNE 8 | WEDNESDAY, JUNE 9 | THURSDAY, JUNE 10 |
|---|---|---|---|---|
| 1:15 | Nat Kaplan | | | Nat Kaplan<br>*A.Fetterman<br>(Fri., June 11) |
| 1:30 | | Highlight(O) | | Highlight |
| 2:00 | | Rappi(O)<br>Originala<br>Harry Frechtel(O) | Rappi<br>Originala<br>Jerry Silverman | Rappi<br><br>Harry Frechtel |
| 2:15 | Paul Parnes | Paul Parnes | Paul Parnes | |
| 2:30 | Branell<br>*Young Elegante(O) | Rembrandt<br>Maurice Rentner(O)<br>House of Jamison(O) | Branell<br>Rembrandt<br>Maurice Rentner<br>House of Jamison<br>Larry Aldrich(O) | Branell<br>Rembrandt<br>Maurice Rentner<br>Anthony Blotta(O)<br>Larry Aldrich<br>Adele Simpson(P)<br>*Trigere(O) |
| 3:00 | Maurice Rentner(P) | | Anne Fogarty | Anne Fogarty |
| 3:30 | Style Trends | Style Trends | Style Trends | *Style Trends |
| 4:00 | Wragge<br>Sam Friedlander(P) | McMullen(P)<br>Rosalie Macrini(O)<br>Harmay<br>Samuel Winston(O) | Malcolm Starr(O)<br>Donald Brooks(O)<br>Harmay | Malcolm Starr<br>Donald Brooks<br>Harmay<br>Samuel Winston<br>Moe Nathan(O)<br>Oscar de La Renta<br>for Jane Derby(P)<br>Mlle. Arlette(P) |
| 4:45 | Catherine Scott | | | |
| 5:00 | Royal Lynne(P)<br>August de Lorenzo(O) | Royal Lynne | Kasper<br>for Joan Leslie(P) | Geoffrey Beene<br>August de Lorenzo |
| 5:15 | | Rossino-Angela(P) | | |
| 5:30 | | | | Chuck Silvers(P) |
| 6:00 | | Anne Fogarty(P) | | |
| 9:00 | | | Burke-Amey(P) | |

## CONTINUOUS SHOWINGS--These Fall collections have opened.

ABBOTT EAST. . . . . Fall dress collection.
498 Seventh Avenue, 16th Floor, OX. 5-5730.

ARBE ORIGINALS . . . . Boutique separates, cashmere casuals, suits, by Dorothy Arden.
498 Seventh Avenue, 11th Floor, LW. 4-0220.

BAITCH & CASTALDI. . . Fall coats and ensembles.
(BATALDI) 205 West 39th Street, 2nd Floor, LO. 4-6886.

FALL COLLECTIONS ALREADY OPENED (continued from page 15)

BARBERINI. . . . . Fall coats and suits.
(DIV.OF ORIGINALA) 512 Seventh Avenue, 13th Floor, PE. 6-2291.

BARNETT-WEITZNER-. . . Fall-Winter fur "Cortesa" collection.
STESSEL CORP. 345 Seventh Avenue, 5th Floor, PE. 6-7477.

BRIARBROOK SUITS . . . Suits and costumes, designed by Stefan.
DESIGNED BY STEFAN 512 Seventh Avenue, 11th Floor, LW. 4-9000.

BRITTANY . . . . . Fall coat collection.
(HENRY FRIEDRICKS CO.) 205 West 39th Street, 13th Floor, PE. 6-8867.

TED BROWN, INC.. . . . Junior collection,cocktail and evening, by Frances Prisco.
498 Seventh Avenue, 2nd Floor, LO. 4-9311.

CLARET ORIGINALS,INC.. Sportswear, casual dresses, import knits, by June Francis.
498 Seventh Avenue, 8th Floor, LO. 3-6126.

DAVID CRYSTAL,INC.;. . Fall collections--dresses; also suits.
DAVID CRYSTAL SUITS 498 Seventh Avenue, 23rd Floor, BR. 9-6560.

DEBSHIRE;. . . . . Dresses, costumes, coats and suits designed by John Anthony.
DEVONBROOK 1400 Broadway, 10th Floor, PE. 6-4580.

FASHION ELLE . . . . . Fall suits and costumes, designed by Bill Giardiello.
(DIV.OF RUDY & MANN) 512 Seventh Avenue, 11th Floor, LO. 3-0253.

FONTANA OF ROME. . . . Fall import collection.
Hotel Plaza, Suite 336-338, PL. 3-7244.

FUR & SPORT, INC.. . . "Fur Furs" and ski furs, by Mr. Fred.
224 West 30th Street, 11th Floor, PE. 6-8516.

GAY GIBSON, INC. . . . "Gay Gibson does the London Look"--junior Fall collection.
1407 Broadway, 39th Floor, LO. 5-4211.

SAMUEL A. FELL,INC.. . "Custom-Mannered Separates," designed by Rex Madsen.
499 Seventh Avenue, 17th Floor, WI. 7-2188.

HARMON KNITWEAR. . . . Fall knitwear collection, designed by Rudi Gernreich.
530 Seventh Avenue, 20th Floor, 695-1617.

HAYETTE INC. . . . . Junior collection by Hayette Inc., sportswear by Haymaker.
HAYMAKER 498 Seventh Avenue, 23rd Floor, BR. 9-6560.

HELGA. . . . . Fall collection of California fashions.
Hotel Gotham, Ballroom, LE. 2-2070 or CI. 7-2200.

JONNY HERBERT,INC. . . Dresses, costumes, gowns, and imported knits.
PAB LTD. 498 Seventh Avenue, 18th Floor, LO. 5-6900.

SEYMOUR JACOBSON,INC.. Dresses, costumes, and gowns. By appointment.
530 Seventh Avenue, 8th Floor, CH. 4-3488.

(continued on following page)

FALL COLLECTIONS ALREADY OPENED (continued from page 16)

JUNIOR ACCENT, INC.. . Junior collection, designed by Frank Adams.
498 Seventh Avenue, 10th Floor, LO. 4-1434.

KIMBERLY KNITWEAR,INC. Fall knitwear collection.
1410 Broadway, 10th Floor, LO. 4-1080.

LADY MANHATTAN . . . . Fall collection of shirts, pants, and sportswear.
1407 Broadway, 15th Floor, 765-1250.

LAWRENCE OF LONDON . . Fall collection of couture rainwear.
512 Seventh Avenue, 20th Floor, CH. 4-3815.

LESLIE FAY, INC. . . . Fall dress collection.
1400 Broadway, 16th Floor, LW. 4-9000.

LOOMTOGS, INC. . . . . Young Fall sportswear and knitwear.
1407 Broadway, 35th Floor, AL. 5-5500.

MARCH & MENDL. . . . . Rainwear collection, designed by John Weitz and Peter Conte.
512 Seventh Avenue, 21st Floor, LA. 4-7942.

NORAH MAY, INC.. . . . Young couture fashions, designed by Norah May.
491 Seventh Avenue, 16th Floor, LO. 4-3590.

MR. GEE, INC.. . . . . Fall collection, designed by Ruthanne Tuttle.
1407 Broadway, 25th Floor, WI. 7-8178.

MR. MORT BOUTIQUE; . . Fall collections, designed by Theo Hyngstrom.
MR. MORT PETITE JR. 498 Seventh Avenue, 20th Floor, OX. 5-4760, Ext. 742.

KEN SCOTT OF MILANO. . Fall, Winter, Holiday, and Cruise fashions.
64 East 55th Street, 3rd Floor, PL. 5-2872.

ROBERT SLOAN . . . . . Sportswear, dresses, at-home fashions designed by Sylvia de Gay.
SPORTSWEAR, INC. 498 Seventh Avenue, 7th Floor, LA. 4-6651.

RAFAELLE,. . . . . Dress and gown collection for Fall.
(FRANK LEONE,INC.) 530 Seventh Avenue, 20th Floor, LO. 5-3250.

SAMUEL ROBERT,INC. . . Courreges designed leather and fabric collection. By appt.
1407 Broadway, 27th Floor, LA. 4-4562.

SILLS & COMPANY. . . . Fall sportswear, designed by Bonnie Cashin. By appointment.
48 West 37th Street, 20th Floor, OR. 9-6996.

FREDERICK STARKE . . . Fall London fashions: suits, sportswear, evening dresses.
OF LONDON Hotel Pierre, Private Suite, TE. 8-8000.

TEAM-TIME, INC. . . . Fall junior sportswear coordinates.
530 Seventh Avenue, 6th Floor, WI. 7-5388.

ZACARI, LTD. . . . . Deanna Littell designs her first collection for Zacari.
1410 Broadway, 18th Floor, PE. 6-3650.

# 1966

### JANUARY

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

### FEBRUARY

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| 20 | 21 | **22** | 23 | 24 | 25 | 26 |
| 27 | 28 | | | | | |

### MARCH

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| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

### APRIL

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
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### MAY

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### JUNE

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### JULY

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

### AUGUST

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### SEPTEMBER

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### OCTOBER

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

### NOVEMBER

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| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | **24** | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

### DECEMBER

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| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| **25** | **26** | 27 | 28 | 29 | 30 | 31 |